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sound foundation for our continued product expansion," said Eric Bean, VP of technology and business development for ImageX.com. "We're very excited to have Mary on board to lead our new product and systems initiatives and cross-departmental teams."

Full Text (404 words)

Copyright Business Wire Nov 3, 1998

BELLEVUE, Wash.-(BUSINESS WIRE)-Nov. 3, 1998-ImageX.com(tm), Inc., a provider of e-commerce solutions that enable businesses to manage, edit, and print business communications materials over the Internet, today announced that Mary Hausladen has been appointed director of product management.

"With 16 years of product and program management experience in the software and print technology industries, Mary will provide a sound foundation for our continued product expansion," said Eric Bean, VP of technology and business development for ImageX.com. "We're very excited to have Mary on board to lead our new product and systems initiatives and cross-departmental teams."

Hausladen joins the company from Design Intelligence, Inc., where as director of product management she was a key leader in the development and launch teams. Prior to that, she owned Hausladen and Associates, providing consulting services to high-technology clients. She spent six years leading Aldus Corporation's core product teams. She was also a key contributor at Xerox Corporation's artificial intelligence business unit and Palo Alto research center in the 1980's. Hausladen holds a bachelor of arts from the University of Minnesota, and an MBA from Golden Gate University.

ImageX Online Printing Center

The ImageX Online Printing Center(tm) is an e-commerce storefront. With unique technology, it provides businesses with the ability to manage, edit and print business communication materials ranging from business cards and stationery to full-color marketing materials. The service is accessible via secure, password-protected Web sites that have been customized for each ImageX.com customer. Every Web site contains the client's pre-existing company-branded templates including graphic images, logos and typefaces. The system provides consistent quality and delivery of corporate design standards, allows for instant modification and proofing, and enables distributed ordering for businesses with multiple office locations. This automation of the print ordering process reduces a formerly multi-day task to a matter of minutes.

About ImageX.com

Based in Bellevue, Wash., ImageX.com is a technology company and provider of e-commerce solutions that revolutionize the way businesses manage and print marketing communications materials. Founded in 1996, the ImageX.com team has grown to more than 70 people and serves over 150 corporate customers nationwide. ImageX.com is the winner of the Washington Software Alliance (WSA) 1997 Industry Achievement Award for "Most Promising New Company," and the 1998 Business Innovation Award from the Bellevue Chamber of Commerce.

For More Information

For more information on the company and the ImageX Online Printing Center, call 800/959-7845 or 425/452-0011, or visit its Web site at www.imageX.com.

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The *ImageX Online Printing Center*™ is a customized online service for ordering your color marketing materials — brochures, catalogs, product information sheets, postcards and more. We also offer business cards and stationery.

We create password-protected Web sites for our customers that enable them to order from their collection of company-branded templates of business cards, stationery and marketing/promotional materials.

With just a click of a mouse, corporate marketing and purchasing managers can gain complete control over their printed materials by reducing errors and unnecessary time spent managing the traditional print ordering and manufacturing process.

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Choose Your Printing Solution

ImageX.com introduces the most comprehensive online print market for individuals, small businesses and large corporations seeking high quality and savings via the Internet. As a pioneer in business-to-business e-commerce, ImageX.com offers automated processes that eliminate the hassles and hidden costs of traditional business printing.

 Visit our **Small Business Printing Center** if you...
printing needs are for a small business, home office, or personal use.

- Get business cards, stationery, labels, Post-it™ Notes, and rubber stamps
- Proof your order and re-order, all online
- Save time, save money

 Visit our **Corporate Printing Center** if you...
organization has 100 or more employees.

- Order via a custom online catalog of all your print materials
- Manage your brand more effectively
- Save time, save money
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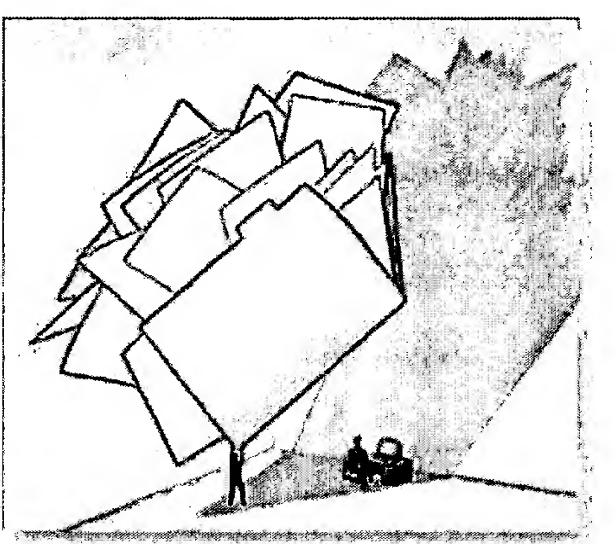
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ImageX.com's Corporate Online Printing Center offers a customized online catalog of printed materials for companies with more than 100 employees, streamlining processes and helping to control brands more effectively.

✓ Your unique Web site is customized to your specifications, ensuring design consistency with every order.

✓ The efficiency of online ordering and proofing means your orders are on their way with just a few key strokes.

✓ Our up-to-the-minute Order Status Reports keep you informed anytime!

5 STEP OVERVIEW ▶

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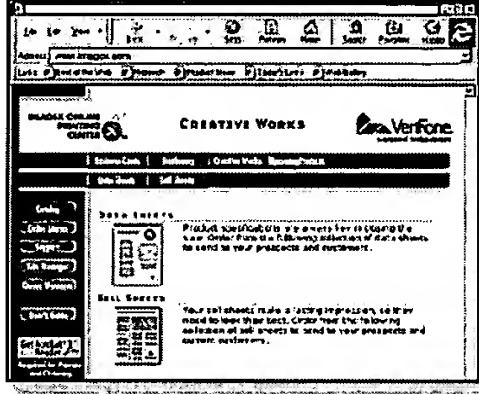
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STEP: 1

Log in to your custom Web site.



We create a secure, private Web site customized for your company.
Access an online database of names, addresses and more.
Your procurement rules are locked in for consistent order management.

STEP OVERVIEW ▶
◀ PREVIOUS ▶ NEXT ▶

Enjoy the convenience, productivity and control of a one-stop, online printing center.

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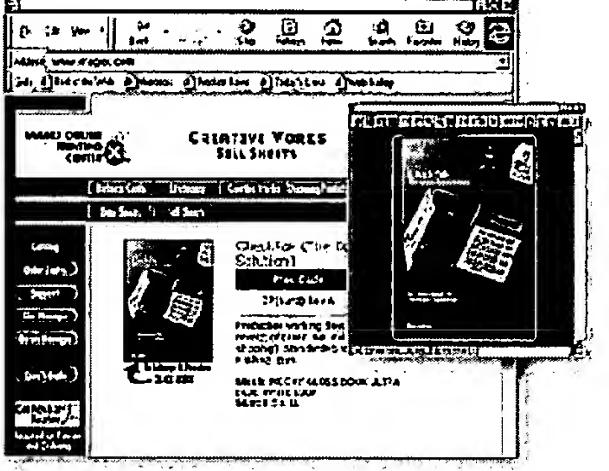
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STEP: 2

Modify and Proof.



Now it's easy to regulate your brand and corporate image! All of your company's design specifications are locked in place in your customized print ordering catalog.

Allow remote offices to place orders.
Control the areas that can and cannot be modified.
Make text changes online.
Quickly proof modifications online.

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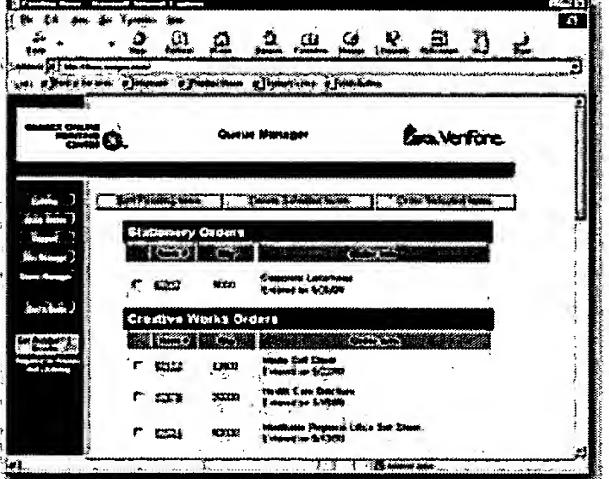
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STEP: 3

Approve and Release.



✓ Special access rights ensure secure order authorization.

✓ Release orders online using the Queue Manager.

✓ Batch orders together, or release them individually online.

5 STEP OVERVIEW ▶
◀ PREVIOUS **NEXT ▶**

You have enhanced control of all your company's printing. Either centralize ordering, or authorize regional offices or individuals to place their own orders.

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STEP: 4

Your Print Order is Fulfilled.



ImageX.com saves you time and money by managing the printing and delivery of your projects.

✓ Receive high quality sell sheets, brochures, letterhead, business cards and more.

✓ Your print specifications are locked for consistency.

✓ National printing and distribution.

✓ Excellent, responsive customer service.

5 STEP OVERVIEW ▶
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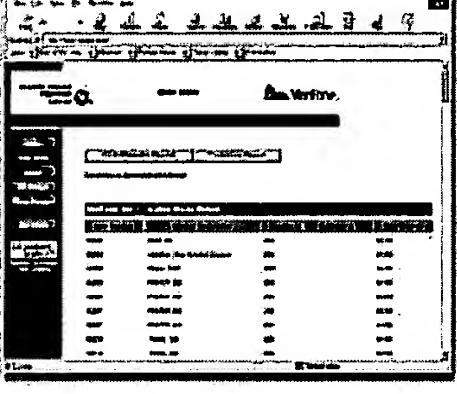
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STEP: 5

View Order Status Online.



- Online reports are consistently updated for history and visibility.
- Track all orders that are in production.
- Quickly customize reports online for your needs.

When employees or managers call about the status of a print job, you'll have all the current information you need.

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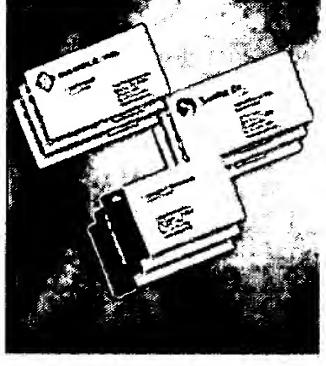
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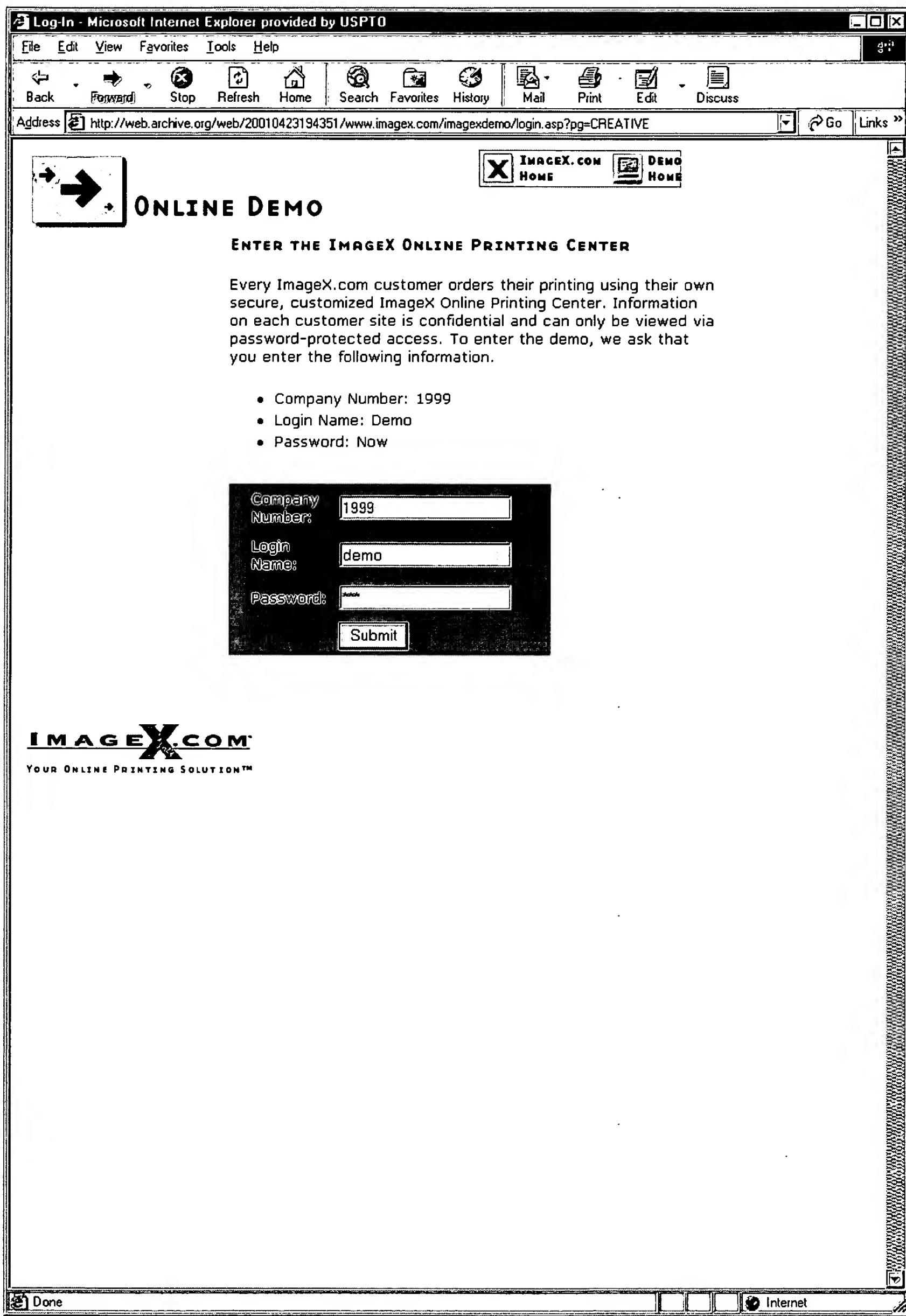
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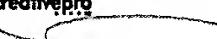
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Offering **Function** **Primary benefit** **Target audience**

	E-Procurement Printing Solution	<ul style="list-style-type: none"> Enables a company's employees to easily access, modify, proof and procure printed materials through a customized, proprietary Web site, with a catalogue of the company's branded materials 	<ul style="list-style-type: none"> Large enterprise customers (100+ employees)
	Online marketplace for customized print jobs	<ul style="list-style-type: none"> Provides one stop, nationwide access to thousands of print buyers and thousands of printers Offers convenient requests for quotation which quickly and easily match buyers' needs with printers' qualifications 	<ul style="list-style-type: none"> Print buyers with specific print job requirements Printers looking to expand their customer base
	Marketplace for the graphic arts community	<ul style="list-style-type: none"> Offers a vertical Web portal that provides online information, products and e-services which addresses the core needs of creative professionals Eliminates the need to search multiple Web sites for relevant resources 	<ul style="list-style-type: none"> Graphic arts community
	Software productivity tools for creative professionals	<ul style="list-style-type: none"> Develops, publishes, markets and supports productivity software for creative professionals Makes the process of creating, editing, assembling and managing digital content for print and electronic publishing more productive and efficient 	<ul style="list-style-type: none"> Graphic arts community
	Print procurement for small and home office businesses	<ul style="list-style-type: none"> Enables users to quickly customize and order business materials from standard templates, enabling customized, smaller quantity print orders ideal for small businesses 	<ul style="list-style-type: none"> Small Office and Home Office (SOHO) businesses and individuals

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HOW Our System Works

The ImageX Online Printing Center lets you take control of your business printing.

Free Consultation - Every customer has their own unique printing needs. Our account managers will show you how the ImageX Online Printing Center can reduce the amount of time and effort you spend ordering and managing your business printing.

Your Custom Online Printing Center is Built - We create a custom-tailored, password-protected Web site specifically for your company. This site will contain a digital catalog of your custom-printed business materials.

Your Corporate Standards and Company Information are Online - Because your secure Web site will contain all your graphics, logos, paper stocks, font styles and more, you'll have consistent control over the look and feel of your materials. Your company information, including names, titles, addresses, etc. are securely stored in an online database to bring consistency to your materials and make ordering easy.

Ordering Your Printing Online is Convenient - Now you can place orders from your computer 24-hours a day, 7-days a week. You just point-and-click through easy-to-use screens to order your marketing materials, stationery and business cards. When you make changes, a proof is instantly available on-screen and can be printed to your own desktop printer.

You're in Control of Your Printing - Let your remote offices place orders, yet manage the release into print production from your corporate offices. You can combine multiple orders together to take advantage of volume pricing. You can maintain visibility into the timing of delivery through online status reports.

Count on ImageX.com for High-Quality Printing - Because we maintain your graphic materials in an online database, we can reduce errors in the procurement and printing processes.

Responsive Customer Support is There When You Need It - If you need help, or have a special request, you can count on getting individual attention from our friendly, knowledgeable customer support professionals.

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